



Case study by  
**StudentBeans**



Theme parks have risen to be a stalwart of Gen Z entertainment. Contrary to stereotypes, today's students are less focused on drinking - real-life experiences with friends have become a viable alternative to binge culture. Gen Z are also constantly on the lookout for an escape from the digital world - our research shows that they're big fans of switching off in favour of a bricks-and-mortar space.

**Theme parks are a stalwart of Gen Z entertainment. Today's students are less focused on drinking - and real-life experiences with friends have become a viable alternative to binge culture.**

With prime locations in Staffordshire and Surrey close to several universities, Alton Towers and Thorpe Park have long recognised the value of young consumers. The challenge was to engage these Gen Z thrillseekers independently of the family day out, as students with their own purchasing power. The parks operate seasonally from March to October, meaning that Alton Towers and Thorpe Park needed to engage with students outside of typical events like Freshers and Black Friday. It was a challenge Student Beans was excited to take on.

### **Challenge**

- With a history of welcoming Gen Z as a family attraction, Alton Towers & Thorpe Park wanted to target this demographic independently of their parents as they headed off to university.

### **Solution**

- Student Beans recommended a tactical June offer of £20 tickets, to take Alton Towers & Thorpe Park's standard £25 student tickets to new heights.

### **Result**

- The combination of a year-round student offer and a focused June discount pushed year-on-year revenue at Alton Towers up by 138%, with a 184% uplift at Thorpe Park.

Want to be students' go-to brand? Find out more about Student Beans' [Student Verification](#), [Student Marketing](#), and [Student Research](#) today.



## **Solution**

Student Beans advised the Merlin Group that June is an often-overlooked key time in the student calendar. Exams are over or drawing to a close, but young people are likely to still be on campus to soak up the first few weeks of summer with friends. It's also a time where students have a bit more income to play with - while it's still two months since the last loan drop of the academic year, it's unlikely that students will spend a huge amount on events and experiences in the build-up and duration of exams. By June, they're typically raring to get out and explore with uni friends before heading home for the summer.

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Student Beans worked with Alton Towers and Thorpe Park to create a tactical offer for June, shaving £5 off their usual student ticket price. Limited time offers like this create urgency, and by retailing tickets at £20 for just one month, the parks were able to guarantee footfall exactly when they wanted it most. For the duration of June, Student Beans featured the offer front and centre of our site with a strategically placed tile.

Student Beans has spent many years bridging the gap between brands and students. Our integration product - Student Beans Connect - makes obtaining student discounts as seamless as possible for both parties.

**By featuring their offer on Student Beans and integrating it directly into their own site, Alton Towers was able to tap into our extensive student reach and capture student browsers on their own website.**

Alton Towers integrated Student Beans Connect, working with our team to make sure it went live in June when students were most likely to be looking. By featuring their offer on Student Beans and integrating it directly into their own site, Alton Towers was able to tap into our extensive student reach and capture student browsers on their own website.

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## Result

June proved to be an exciting month at Alton Towers and Thorpe Park. Their £20 student offer was a hit, with Alton Towers welcoming in 68% more Gen Z thrillseekers compared to May. Student ticket sales at Thorpe Park reached meteoric heights, with 129% more students buying in June compared to May. This in turn created a 51% uplift in revenue at Alton Towers and a 106% revenue growth for Thorpe Park.

**Both parks have now secured a student offer that works for them, and know the best time to boost their discount to bring more Gen Z thrillseekers through the park gates.**

Together with their limited time offer in June, Alton Towers and Thorpe Park both have a long-term student offer of £25 per ticket. Since 2018, this offer has catapulted sales to new heights at both parks: year-on-year student ticket sales grew 187% at Alton Towers and 134% at Thorpe Park, with each park revenue growing by more than 100%. Both parks have now secured a student offer that works for them, and know the best time to boost their discount to bring more Gen Z thrillseekers through the park gates.

184%

student ticket revenue uplift at Thorpe Park after a year of working with Student Beans.

138%

student ticket revenue uplift at Alton Towers after a year of working with Student Beans.

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